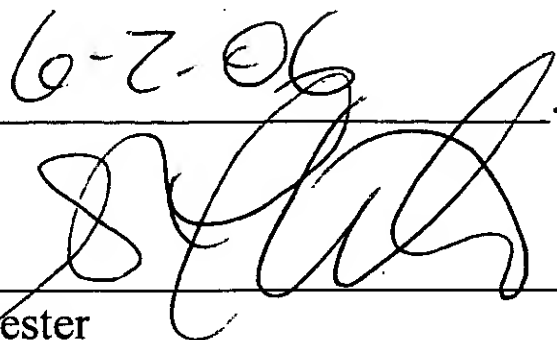# CERTIFICATE OF MAILING

I hereby certify that the below listed items are being deposited with the U.S. Postal Service as first class mail in an envelope addressed to:

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on _____6-2-06_____.

_____
Jeffrey R. Kaester

In Re Application of:

Jerding et al.

Serial No.: 09/693,288

Filed: October 20, 2000

Confirmation No.: 8077

Group Art Unit: 2614

Examiner: Beliveau, Scott B.

Docket No.: A-6686 (191910-1560)

For: **Media-on-Demand Rental Duration Management System**

The following is a list of documents enclosed:

> Return Postcard
> Appeal Brief Transmittal
> Fee Transmittal
> Form 2038 authorizing $620.00 for Appeal Brief and one month extension of time
> Appeal Brief Under 37 C.F.R. §1.192

Further, the Commissioner is authorized to charge Deposit Account No. 20-0778 for any additional fees required. The Commissioner is requested to credit any excess fee paid to Deposit Account No. 20-0778.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BOARD OF PATENT APPEALS AND INTERFERENCES

In Re Application of:	)
	) Group Art Unit: 2614
Jerding, et al.	)
	) Examiner: Beliveau, Scott B.
Serial No.: 09/693,288	)
	) Confirmation No. 8077
Filed: October 20, 2000	)
	) Docket No.: A-6686 (191910-1560)
For: Media-on-Demand Rental	)
Duration Management System	)
	)

APPEAL BRIEF UNDER 37 C.F.R. §1.192

Mail Stop Appeal Brief - Patents
Commissioner of Patents and Trademarks
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

This is an appeal from the decision of Examiner Scott B. Beliveau, Group Art Unit 2614,

mailed December 1, 2005, rejecting claims 83-111 in the present application and making the

rejection FINAL.

It is not believed that additional extensions of time or fees are required to consider this

Appeal Brief. However, in the event that additional extensions of time are necessary to allow

consideration of this paper, such extensions are hereby petitioned under 37 C.F.R. § 1.136(a), and

any fees required therefor are hereby authorized to be charged to Deposit Account 20-0078.

I. REAL PARTY IN INTEREST

The real party in interest of the instant application is Scientific-Atlanta, Inc., the assignee

of record. Scientific-Atlanta, Inc. is a subsidiary of Cisco Systems, Inc.

II. RELATED APPEALS AND INTERFERENCES

There are no related appeals or interferences.

III. STATUS OF THE CLAIMS

Claims 83-111 stand finally rejected. No claims have been allowed. The final rejections of

claims 83-111 are appealed.

IV. STATUS OF AMENDMENTS

No amendments have been made or requested since the mailing of the final Office Action

and all amendments submitted prior to the final Office Action have been entered. A copy of the

current claims is included in Section VIII ("Claims – Appendix").

V. SUMMARY OF CLAIMED SUBJECT MATTER

Example embodiments of the claimed subject matter, among others, are summarized

below with reference numbers and references to the written description ("specification") and

drawings. The subject matter described below appears in the original disclosure at least where

indicated, and may further appear in other places within the original disclosure.

Embodiments according to independent claim 83 describe a method for providing a

media service to a user via an interactive media services client coupled to a programmable media

services server device. The method comprises receiving, by the interactive media services client,

a movie identification (see, *e.g.*, 105 in FIG. 5) identifying an on-demand movie without a

scheduled broadcast time. (See, *e.g.*, FIG. 5 and related description at p. 14, lines 10-25.) The

method further comprises assigning an access duration having a first value to the movie,

responsive to receiving the movie identification, the access duration associated with the

interactive media services client. (See, *e.g.*, FIG. 6 and related description at p. 14, line 25 to

p. 15, line 5.) The method further comprises receiving, by the interactive media services client

during the access duration, at least a portion of the on-demand movie from a server located

remotely from the interactive media services client. (See, *e.g.*, p. 15, lines 5-15 and FIG. 1.) The

method further comprises receiving, by the interactive media services client during the access

duration, a first user input enabling the user to extend the access duration from the first value to a

second value, based upon a third value specified by the user. (See, *e.g.*, FIG. 8 and related

description at p. 15, line 25 to p. 16, line 15.) The method further comprises enabling, by the

interactive media services client, the user to access the on-demand movie during the extended

access duration, responsive to receiving the first user input. (See, *e.g.*, p. 16, line 25 to p. 17, line

5.)

Embodiments according to independent claim 96 describe a television set-top terminal

(STT) configured to provide video content via a television. The STT comprises at least one

memory (see, *e.g.*, 49 in FIG. 3) having stored thereon program code (see, *e.g.*, p. 8, lines 20-25)

and at least one processor (see, *e.g.*, 44 in FIG. 3). The processor is programmed by at least the

program code (see, *e.g.*, p. 8, lines 25-30) to enable the STT to receive a movie identification

identifying an on-demand movie and an access duration having a first value, the access duration

associated with the interactive media services client, the on-demand movie being without a scheduled broadcast time. (See, *e.g.,* FIG. 5 and related description at p. 14, lines 10-25; FIG. 6 and related description at p. 14, line 25 to p. 15, line 5.) The STT is further enabled to receive, during the access duration, at least a portion of the on-demand movie from a server located remotely from the STT. (See, *e.g.,* p. 15, lines 5-15 and FIG. 1.) The STT is further enabled to receive, during the access duration, a first user input enabling the user to extend the access duration from the first value to a second value, based upon a third value specified by the user. (See, *e.g.,* FIG. 8 and related description at p. 15, line 25 to p. 16, line 15.) The STT is further enabled to enable the user to access the movie during the extended access duration, responsive to receiving the first user input. (See, *e.g.,* p. 16, line 25 to p. 17, line 5.)

VI. GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL

Claims 83-86, 91, 93-99, and 105-111 stand rejected as allegedly anticipated by *Goode et al.* (U.S. 6,166,730).

Claims 87, 88, 90, 100, 101, and 103 stand rejected as allegedly obvious over the combination of *Goode et al.* and *Lett et al.* (U.S. 5,592,551).

Claims 92 and 104 stand rejected as allegedly obvious over the combination of *Goode et al.* and *White et al.* (U.S. 6,628,302).

Claims 89 and 102 stand rejected as allegedly obvious over the combination of *Goode et al.* and *Lett et al.* and *White et al.*.

VII.   <u>ARGUMENT</u>

Appellants respectfully submit that Applicants' claims are neither anticipated under 35 U.S.C. § 102 nor obvious under 35 U.S.C. § 103, and respectfully request that the Board of Patent Appeals overturn the final rejections of these claims for at least the reasons discussed below.

A.   Rejection of Claim 83 under 35 U.S.C. §102

Claim 83 has been rejected as allegedly anticipated by *Goode et al.* A proper rejection of a claim under 35 U.S.C. §102 requires that a single prior art reference disclose each element of the claim. *See, e.g., W.L. Gore & Assoc., Inc. v. Garlock, Inc.*, 721 F.2d 1540, 220 U.S.P.Q. 303, 313 (Fed. Cir. 1983). In the present case, not every feature of Applicants' claims is disclosed, taught, or suggested by the *Goode et al.* reference.

1.   The *Goode et al.* Reference

Goode et al. discloses delivery of "interactive information services, such as video, audio, library, interactive game" to set top terminals through a cable transport network. (*Goode et al.*, Col. 1, lines 10-20; FIG. 1.) The system of *Goode et al.* supports multiple set tops sharing the same account number (*e.g.*, in the same household.) (*Goode et al.*, Col. 2, lines 10-15.) A user may choose to view a program on one set top at the same time that the same program is being presented by another set top that shares the same account number. (*Goode et al.*, Col. 2, lines 15-25.) The system of *Goode et al.* responds in the following manner.

The system first determines if an open session is associated with the selected program (*Goode et al.*, Col. 17, lines 1-12), which indicates that selected program has already been purchased. (*Goode et al.*, FIG. 7, Col. 14, line 55 to Col. 165, line 10.) If so, the system then determines if another set top with the same account number is presenting the selected program. (*Goode et al.*, Col. 17, lines 19-25.) If not, then the system resumes play at the last viewing position. (*Goode et al.*, Col. 17, lines 24-30.) If another set top is already displaying the same program, the user must buy a second copy of the program in order to watch it. (*Goode et al.*, Col. 17, lines 25-26, 31-40.)

Goode et al. gives further details of this purchase of a second copy:

> [T]he user is given an opportunity to purchase a second copy of the title following the normal purchase path. That is, since an open session exists (*e.g.*, someone in the user's household is watching the requested movie on another television set), the user is given the opportunity to purchase a second copy of the requested title.
>
> The procedure for purchasing a copy is substantially the same as described above with respect to FIG. 7. Optionally, since the user is purchasing a second copy of the same title, the user may be provided with a discount or other incentive such that the user is more inclined to make a purchase than to walk to another room or, in the case of sufficient remaining session view time, wait until the other viewer is finished before viewing the movie."
>
> It must be noted that the method 1000 of FIG. 10 provides for two set top terminals associated with the same account number to have respective open sessions providing the same movie or other information stream at the same time. The two open sessions are distinct in their respective presentations of the requested movie, there is no requirement for simultaneous viewing of the same material (i.e., not a single video stream) or any link between the two streams other than for billing purposes, if necessary.

(*Goode et al.*, Col. 17, lines 32-54.)

2. The "Implicit Usage Scenario" Described in the Office Action

The Office Action alleges that *Goode et al.* discloses an "implicit usage scenario" involving two 'interactive media services clients' [118] locatable within a household," and rejects

claim 83 based on this scenario. (Office Action, p. 5, second para.) The "implicit usage scenario"

detailed in p. 5-6 of the Office Action can be summarized as follows: a first user orders a movie

and watches the movie on a first set top; the first user stops the movie; a second user continues

watching the same movie on a second set-top; while the second user is still watching, the first

user selects the same movie on the first set top, and is required by the system to order another

copy of the same movie.

3. Rejection of Claim 83 based on "Implicit Usage Scenario"

The Office Action alleges that when the first user orders another copy of the same movie

in *Goode et al.*'s "implicit usage scenario", this corresponds to extending the access duration of

the movie, as recited in claim 83 ("receiving, by the interactive media services client during the

access duration, a first user input enabling the user to extend the access duration from the first

value to a second value, based upon a third value specified by the user"). The Office Action

elaborates on this allegation as follows:

> If the user subsequently, reorders the presentation using the same terms (ex. "third
> value"), after having watched/accessed a 1 hour portion of the presentation, the
> user has *effectively extended the access duration* for that particular interactive
> media client from 4 hours to a "second value" or 5 hours based on to the sum of
> the originally utilized portion and the new rental terms or "third value".
> (Office Action, "Response to Arguments", p. 3, emphasis added.)

Applicants respectfully submit that the teaching in *Goode et al.* of a user of a set top

purchasing another copy of the same movie is not equivalent to "a first user input enabling the

user to extend *the access duration*." When claim 83 is read as a whole, "to extend the access

duration" clearly refers to extending access to the identified movie presentation, the one that has

already been partially received. In contrast, the "implicit usage scenario" refers to a user ordering

7

a <u>second</u> movie presentation. Furthermore, claim 83 consistently refers to a single user and a single client. In contrast, the Examiner's "implicit usage scenario" refers to multiple clients and multiple users.

Since *Goode et al.* does not disclose, teach, or suggest at least the above features recited in claim 83, the rejection is improper and should be withdrawn.

B.   Rejection of Claims 84-86, 91, and 93-95 under 35 U.S.C. §102

Claims 84-86, 91, and 93-95 have been rejected as allegedly anticipated by *Goode et al.* Since independent claim 83 is allowable for at least the reasons discussed above, dependent claims 84-86, 91, and 93-95 are allowable for at least the reason that each depends from an allowable claim. *In re Fine*, 837 F.2d 1071, 5 U.S.P.Q. 2d 1596, 1598 (Fed. Cir. 1988).

C.   Rejection of Claims 87, 88, and 90 under 35 U.S.C. §103

Claims 87, 88, and 90, which depend from independent claim 83, have been rejected under §103(a) as allegedly obvious over the combination of *Goode et al.* and *Lett et al.* It is well established at law that, for a proper rejection of a claim under 35 U.S.C. §103 as being obvious based upon a combination of references, the cited combination of references must disclose, teach, or suggest, either implicitly, all elements/features/steps of the claim at issue. *See, e.g., In re Dow Chemical*, 5 U.S.P.Q.2d 1529, 1531 (Fed. Cir. 1988); *In re Keller*, 208 U.S.P.Q.2d 871, 881 (C.C.P.A. 1981). As discussed above, the primary reference *Goode et al.* does not disclose, teach, or suggest at least the feature of "first user input enabling the user to extend the access duration." The addition of the *Lett et al.* reference does not cure the deficiencies in the primary reference

that were discussed above. Therefore, claims 87, 88, and 90 are allowable over the cited references.

Furthermore, since independent claim 83 is allowable for at least the reasons discussed above, dependent claims 87, 88, and 90 are also allowable for at least the reason that each depends from an allowable claim. *In re Fine*, 837 F.2d 1071, 5 U.S.P.Q. 2d 1596, 1598 (Fed. Cir. 1988).

D.   Rejection of Claim 92 under 35 U.S.C. §103

Claim 92 has been rejected under §103(a) as allegedly obvious over the combination of *Goode et al.* and *White et al.* It is well established at law that, for a proper rejection of a claim under 35 U.S.C. §103 as being obvious based upon a combination of references, the cited combination of references must disclose, teach, or suggest, either implicitly, all elements/features/steps of the claim at issue. *See, e.g., In re Dow Chemical*, 5 U.S.P.Q.2d 1529, 1531 (Fed. Cir. 1988); *In re Keller*, 208 U.S.P.Q.2d 871, 881 (C.C.P.A. 1981). As discussed above, the primary reference *Goode et al.* does not disclose, teach, or suggest at least the feature of "first user input enabling the user to extend the access duration." The addition of the *White et al.* reference does not cure the deficiencies in the primary reference that were discussed above. Therefore, claim 92 is allowable over the cited references.

Furthermore, since independent claim 83 is allowable for at least the reasons discussed above, dependent claim 92 is also allowable for at least the reason that it depends from an allowable claim. *In re Fine*, 837 F.2d 1071, 5 U.S.P.Q. 2d 1596, 1598 (Fed. Cir. 1988).

E.   Rejection of Claim 89 under 35 U.S.C. §103

Claim 89 has been rejected under §103(a) as allegedly obvious over the combination of *Goode et al.* and *Lett et al.* and *White et al.* It is well established at law that, for a proper rejection of a claim under 35 U.S.C. §103 as being obvious based upon a combination of references, the cited combination of references must disclose, teach, or suggest, either implicitly, all elements/features/steps of the claim at issue. *See, e.g., In re Dow Chemical*, 5 U.S.P.Q.2d 1529, 1531 (Fed. Cir. 1988); *In re Keller*, 208 U.S.P.Q.2d 871, 881 (C.C.P.A. 1981). As discussed above, the primary reference *Goode et al.* does not disclose, teach, or suggest at least the feature of "first user input enabling the user to extend the access duration." The addition of the *Lett et al.* and *White et al.* references does not cure the deficiencies in the primary reference that were discussed above. Therefore, claim 89 is allowable over the cited references.

Furthermore, since independent claim 83 is allowable for at least the reasons discussed above, dependent claim 89 is also allowable for at least the reason that it depends from an allowable claim. *In re Fine*, 837 F.2d 1071, 5 U.S.P.Q. 2d 1596, 1598 (Fed. Cir. 1988).

F.   Rejection of Claim 96 under 35 U.S.C. §102

Claim 96 has been rejected as allegedly anticipated by *Goode et al.* A proper rejection of a claim under 35 U.S.C. §102 requires that a single prior art reference disclose each element of the claim. *See, e.g., W.L. Gore & Assoc., Inc. v. Garlock, Inc.*, 721 F.2d 1540, 220 U.S.P.Q. 303, 313 (Fed. Cir. 1983). In the present case, not every feature of Applicants' claims is disclosed, taught, or suggested by the *Goode et al.* reference.

1.   The *Goode et al.* Reference

Goode et al. discloses delivery of "interactive information services, such as video,

audio, library, interactive game" to set top terminals through a cable transport network.

(*Goode et al.*, Col. 1, lines 10-20; FIG. 1.) The system of *Goode et al.* supports multiple set

tops sharing the same account number (*e.g.*, in the same household.) (*Goode et al.*, Col. 2,

lines 10-15.) A user may choose to view a program on one set top at the same time that the

same program is being presented by another set top that shares the same account number.

(*Goode et al.*, Col. 2, lines 15-25.) The system of *Goode et al.* responds in the following

manner.

The system first determines if an open session is associated with the selected program

(*Goode et al.*, Col. 17, lines 1-12), which indicates that selected program has already been

purchased. (*Goode et al.*, FIG. 7, Col. 14, line 55 to Col. 165, line 10.) If so, the system then

determines if another set top with the same account number is presenting the selected program.

(*Goode et al.*, Col. 17, lines 19-25.) If not, then the system resumes play at the last viewing

position. (*Goode et al.*, Col. 17, lines 24-30.) If another set top is already displaying the same

program, the user must buy a second copy of the program in order to watch it. (*Goode et al.*,

Col. 17, lines 25-26, 31-40.)

Goode et al. gives further details of this purchase of a second copy:

> [T]he user is given an opportunity to purchase a second copy of the title
> following the normal purchase path. That is, since an open session exists (*e.g.*,
> someone in the user's household is watching the requested movie on another
> television set), the user is given the opportunity to purchase a second copy of the
> requested title.
> The procedure for purchasing a copy is substantially the same as described

above with respect to FIG. 7. Optionally, since the user is purchasing a second copy of the same title, the user may be provided with a discount or other incentive such that the user is more inclined to make a purchase than to walk to another room or, in the case of sufficient remaining session view time, wait until the other viewer is finished before viewing the movie."

It must be noted that the method 1000 of FIG. 10 provides for two set top terminals associated with the same account number to have respective open sessions providing the same movie or other information stream at the same time. The two open sessions are distinct in their respective presentations of the requested movie, there is no requirement for simultaneous viewing of the same material (i.e., not a single video stream) or any link between the two streams other than for billing purposes, if necessary.

(*Goode et al.*, Col. 17, lines 32-54.)

2.   The "Implicit Usage Scenario" Described in the Office Action

The Office Action alleges that *Goode et al.* discloses an "implicit usage scenario" involving two 'interactive media services clients' [118] locatable within a household," and rejects claim 96 based on this scenario. (Office Action, p. 5, second para.) The "implicit usage scenario" detailed in p. 5-6 of the Office Action can be summarized as follows: a first user orders a movie and watches the movie on a first set top; the first user stops the movie; a second user continues watching the same movie on a second set-top; while the second user is still watching, the first user selects the same movie on the first set top, and is required by the system to order another copy of the same movie.

3.   Rejection of Claim 96 based on "Implicit Usage Scenario"

The Office Action alleges that when the first user orders another copy of the same movie in *Goode et al.*'s "implicit usage scenario", this corresponds to extending the access duration of the movie, as recited in claim 96 ("receive, during the access duration, a first user input enabling the user to extend the access duration from the first value to a second value, based upon a third value specified by the user"). The Office Action elaborates as follows:

> If the user subsequently, reorders the presentation using the same terms (ex. "third value"), after having watched/accessed a 1 hour portion of the presentation, the user has *effectively extended the access duration* for that particular interactive media client from 4 hours to a "second value" or 5 hours based on to the sum of the originally utilized portion and the new rental terms or "third value".

(Office Action, "Response to Arguments", p. 3, emphasis added.)

Applicants respectfully submit that the teaching in *Goode et al.* of a user of a set top purchasing another copy of the same movie is not equivalent to a "first user input enabling the user to extend *the access duration*." When claim 96 is read as a whole, "to extend the access duration" clearly refers to extending access to the identified movie presentation, the one that has already been partially received. In contrast, the "implicit usage scenario" refers to a user ordering a second movie presentation. Furthermore, claim 96 consistently refers to a single user and a single client. In contrast, the Examiner's "implicit usage scenario" refers to multiple clients and multiple users.

G.   Rejection of Claims 97-99 and 105-111 under 35 U.S.C. §102

Claims 97-99 and 105-111 have been rejected under §103(a) as allegedly anticipated by *Goode et al.* Since independent claim 96 is allowable for at least the reasons discussed above, dependent claims 97-99 and 105-111 are allowable for at least the reason that each depends from an allowable claim. *In re Fine*, 837 F.2d 1071, 5 U.S.P.Q. 2d 1596, 1598 (Fed. Cir. 1988).

H.   Rejection of Claims 100, 101, and 103 under 35 U.S.C. §103

Claims 100, 101, and 103 have been rejected under §103(a) as allegedly obvious over the combination of *Goode et al.* and *Lett et al.* It is well established at law that, for a proper rejection of a claim under 35 U.S.C. §103 as being obvious based upon a combination of references, the

cited combination of references must disclose, teach, or suggest, either implicitly, all

elements/features/steps of the claim at issue. *See, e.g., In re Dow Chemical*, 5 U.S.P.Q.2d 1529,

1531 (Fed. Cir. 1988); *In re Keller*, 208 U.S.P.Q.2d 871, 881 (C.C.P.A. 1981). As discussed

above, the primary reference *Goode et al.* does not disclose, teach, or suggest at least the feature

of "first user input enabling the user to extend the access duration." The addition of the *Lett et al.*

reference does not cure the deficiencies in the primary reference that were discussed above.

Therefore, claims 100, 101, and 103 are allowable over the cited references.

Furthermore, since independent claim 96 is allowable for at least the reasons discussed

above, dependent claims 100, 101, and 103 are allowable for at least the reason that each depends

from an allowable claim. *In re Fine*, 837 F.2d 1071, 5 U.S.P.Q. 2d 1596, 1598 (Fed. Cir. 1988).

I.   Rejection of Claim 104 under 35 U.S.C. §103

Claim 104 has been rejected under §103(a) as allegedly obvious over the combination of

Goode et al. and *White et al.* It is well established at law that, for a proper rejection of a claim

under 35 U.S.C. §103 as being obvious based upon a combination of references, the cited

combination of references must disclose, teach, or suggest, either implicitly, all

elements/features/steps of the claim at issue. *See, e.g., In re Dow Chemical*, 5 U.S.P.Q.2d 1529,

1531 (Fed. Cir. 1988); *In re Keller*, 208 U.S.P.Q.2d 871, 881 (C.C.P.A. 1981). As discussed

above, the primary reference *Goode et al.* does not disclose, teach, or suggest at least the feature

of "first user input enabling the user to extend the access duration." The addition of the *White et*

al. reference does not cure the deficiencies in the primary reference that were discussed above.

Therefore, claim 104 is allowable over the cited references.

Furthermore, since independent claim 96 is allowable for at least the reasons discussed above, dependent claim 104 is allowable for at least the reason that each depends from an allowable claim. *In re Fine*, 837 F.2d 1071, 5 U.S.P.Q. 2d 1596, 1598 (Fed. Cir. 1988).

J.   Rejection of Claim 102 under 35 U.S.C. §103

Claim 102 has been rejected under §103(a) as allegedly obvious over the combination of *Goode et al.* and *Lett et al.* and *White et al.* It is well established at law that, for a proper rejection of a claim under 35 U.S.C. §103 as being obvious based upon a combination of references, the cited combination of references must disclose, teach, or suggest, either implicitly, all elements/features/steps of the claim at issue. *See, e.g., In re Dow Chemical*, 5 U.S.P.Q.2d 1529, 1531 (Fed. Cir. 1988); *In re Keller*, 208 U.S.P.Q.2d 871, 881 (C.C.P.A. 1981). As discussed above, the primary reference *Goode et al.* does not disclose, teach, or suggest at least the feature of "first user input enabling the user to extend the access duration." The addition of the *Lett et al.* and *White et al* references does not cure the deficiencies in the primary reference that were discussed above. Therefore, claim 102 is allowable over the cited references.

Furthermore, since independent claim 96 is allowable for at least the reasons discussed above, dependent claim 102 is allowable for at least the reason that each depends from an allowable claim. *In re Fine*, 837 F.2d 1071, 5 U.S.P.Q. 2d 1596, 1598 (Fed. Cir. 1988).

K.   CONCLUSION

Based upon the foregoing discussion, Applicants respectfully request that the Examiner's

final rejection of claims 83-111 be overruled and withdrawn by the Board, and that the

application be allowed to issue as a patent with all pending claims.

Respectfully submitted,

Jeffrey R. Kuester, Reg. No. 34,367

(770) 933-9500

VIII. CLAIMS - APPENDIX

1-82. (Cancelled)

83. A method for providing a media service to a user via an interactive media services client coupled to a programmable media services server device, the method comprising:

receiving, by the interactive media services client, a movie identification identifying an on-demand movie without a scheduled broadcast time;

assigning an access duration having a first value to the movie, responsive to receiving the movie identification, the access duration associated with the interactive media services client;

receiving, by the interactive media services client during the access duration, at least a portion of the on-demand movie from a server located remotely from the interactive media services client;

receiving, by the interactive media services client during the access duration, a first user input enabling the user to extend the access duration from the first value to a second value, based upon a third value specified by the user; and

enabling, by the interactive media services client, the user to access the on-demand movie during the extended access duration, responsive to receiving the first user input.

84. The method of claim 83, further comprising the step of:

providing the user with pricing information related to the extended access duration.

85. The method of claim 83, further comprising:

providing, by the interactive media services client, the user with a selectable option, the selectable option being configured to enable the user to extend the access duration from the first value to the second value; and

receiving by the interactive media services client a user input corresponding to the selectable option.

86. The method of claim 83, further comprising:

providing, by the interactive media services client, the user with a selectable option during the first access duration, the selectable option being configured to enable the user to extend the access duration from the first value to the second value; and

receiving by the interactive media services client the first user input corresponding to the selectable option.

87. The method of claim 83, further comprising:

providing, by the interactive media services client, the user with a plurality of selectable options, each of the selectable options being configured to enable the user to extend the access duration from the first value according to the corresponding value of a selected option from the plurality of options, the plurality of selectable options including one corresponding to the third value; and

receiving by the interactive media services client the first user input corresponding to the one of the selectable options corresponding to the third value.

88. The method of claim 83, further comprising:

providing, by the interactive media services client, the user with a plurality of selectable options during the first access duration, each of the selectable options being configured to enable the user to extend the access duration from the first value to the second value; and

receiving by the interactive media services client the first user input corresponding to the one of the selectable options.

89. The method of claim 88, further comprising:

prior to the step of receiving the first user input corresponding to one of the selectable options, providing the user with information indicating an amount of playing time corresponding to a remainder of the on-demand movie, the remainder being calculated from a current interruption point in the on-demand movie video presentation.

90. The method of claim 88, further comprising:

providing the user with information identifying a plurality of prices, wherein each of the plurality of prices corresponds to a respective one of the plurality of selectable options.

91. The method of claim 83, further comprising:

charging the user a first price in connection with the access duration; and

charging the user a second price in connection with the extended access duration, wherein the first price is different from the second price.

92. The method of claim 83, further comprising the step of:

prior to the step of receiving the first user input, providing the user with information

indicating that there is insufficient time remaining in the access duration to enable the user to

view a remainder of the on-demand movie.

93. The method of claim 83, further comprising:

prior to the step of receiving the first user input, providing the user with information

indicating an amount of time remaining in the access duration.

94. The method of claim 83, further comprising:

outputting, by the interactive media services client, during the access duration said at least

a portion of the movie to a television coupled to the interactive media services client;

interrupting, by the interactive media services client, the output of the on-demand movie

during the access duration, responsive to a second user input, wherein the interruption occurs at a

current location;

resuming the output of the on-demand movie at the current location, by the interactive

media services client , during the access duration, responsive to a third user input; and

receiving, by the interactive media services client, during a period between interrupt and

the resume, the first user input enabling the user to extend the access duration from the first value

to the second.

95. The method of claim 83, further comprising:

during the extended access duration:

outputting, by the-interactive media services client, at least a second portion of the on-demand movie to a television coupled to the interactive media services client.

96. A television set-top terminal (STT) configured to provide video content via a television, the STT comprising:

at least one memory having stored thereon program code; and

at least one processor that is programmed by at least the program code to enable the STT to:

receive a movie identification identifying an on-demand movie and an access duration having a first value, the access duration associated with the interactive media services client, the on-demand movie being without a scheduled broadcast time;

receive, during the access duration, at least a portion of the on-demand movie from a server located remotely from the STT;

receive, during the access duration, a first user input enabling the user to extend the access duration from the first value to a second value, based upon a third value specified by the user; and

enable the user to access the movie during the extended access duration, responsive to receiving the first user input.

97. The STT of claim 96, wherein the at least one processor is further programmed to enable the STT to:

provide the user with pricing information related to the extended access duration.

98. The STT of claim 96, wherein the at least one processor is further programmed to enable the STT to:

provide the user with a selectable option, the selectable option being configured to enable the user to extend the access duration from the first value to the second value; and

receive a first user input corresponding to the selectable option.

99. The STT of claim 96, wherein the at least one processor is further programmed to enable the STT to:

provide the user with a selectable option during the first access duration, the selectable option being configured to enable the user to extend the access duration from the first value to the second value; and

receive the first user input corresponding to the selectable option.

100. The STT of claim 96, wherein the at least one processor is further programmed to enable the STT to:

provide the user with a plurality of selectable options, each of the selectable options being configured to enable the user to extend the access duration from the first value according to the corresponding value of a selected option from the plurality of options, the plurality of selectable options including one corresponding to the third value; and

receive the first user input corresponding to the one of the selectable options corresponding to the third value.

101. The STT of claim 96, wherein the at least one processor is further programmed to enable the STT to:

provide the user with a plurality of selectable options during the first access duration, each of the selectable options being configured to enable the user to extend the access duration from the first value to the second value; and

receive the first user input corresponding to the one of the selectable options.

102. The STT of claim 101, wherein the at least one processor is further programmed to enable the STT to:

prior to the receiving the first user input corresponding to one of the selectable options, provide the user with information indicating an amount of playing time corresponding to a remainder of the on-demand movie, the remainder being calculated from a current interruption point in the on-demand movie video presentation.

103. The STT of claim 96, wherein the at least one processor is further programmed to enable the STT to:

provide the user with information identifying a plurality of prices, wherein each of the plurality of prices corresponds to a respective one of the plurality of selectable options.

104. The STT of claim 96, wherein the at least one processor is further programmed to enable the STT to:

prior to receiving the first user input, provide the user with information indicating that there is insufficient time remaining in the access duration to enable the user to view a remainder of the on-demand movie.

105. The STT of claim 96, wherein the at least one processor is further programmed to enable the STT to:

prior to receiving the first user input, provide the user with information indicating an amount of time remaining in the access duration.

106. The STT of claim 96, wherein the at least one processor is further programmed to enable the STT to:

output, during the access duration, the at least a portion of the on-demand movie to the television;

interrupt the output of the on-demand movie, during the access duration, responsive to a second user input, wherein the interruption occurs at a current location;

resume the output of the on-demand movie at the current location, during the access duration, responsive to a third user input; and

receive, during a period between interrupt and the resume, the first user input enabling the user to extend the access duration from the first value to the second.

107. The STT of claim 96, wherein the at least one processor is further programmed to enable the STT to:

output, during the extended access duration said at least a portion of the movie to a television coupled to the interactive media services client.

108. The method of claim 83, further comprising the step of:

granting the interactive media services client access to the movie until the access duration has expired.

109. The method of claim 83, further comprising the step of:

granting the interactive media services client access to the movie during the whole of the access duration.

110. The STT of claim 96, wherein the at least one processor is further programmed to enable the STT to:

grant the interactive media services client access to the movie until the access duration has expired.

111. The STT of claim 96, wherein the at least one processor is further programmed to enable the STT to:

grant the interactive media services client access to the movie during the whole of the access duration.

IX. <u>EVIDENCE - APPENDIX</u>

None.

X. **RELATED PROCEEDINGS- APPENDIX**

None.